

APR 15 1985

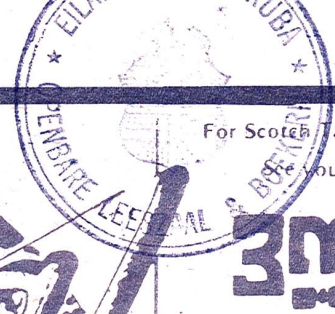
RETINA STUDIO

Tel. 21260
Nassaust. 85
The most beautiful
color studio photos
at affordable prices
for your precious
memories



36 YEARS SERVING THE ARUBAN COMMUNITY

50 cent



3m
POST-IT



ARUBA'S FIRST ENGLISH ILLUSTRATED WEEKLY

volume:36 Ad Astra Per Aspera

THURSDAY APRIL 11, 1985

FIRST McDONALD'S OPENED IN ARUBA



ORANJESTAD—Making its debut in Aruba is the first McDonald's Fast-Food Restaurant. The

new establishments is located in the renovated section of the De Veer building Boulevard Cen-

ter on the L.G. Smith Boulevard, and represents an investment of one million
CONTINUED ON PAGE 4

FIRST McDONALD'S..

Continued from front page

guilders. Management is in the capable hands of Mr. Tito Cordiero and his wife, Mrs. Mireya Cordeiro Gonzalez. Mr. Cordeiro is a former ALM steward/curser and former insurance agent. Before coming to Aruba he was manager of McDonald's at Santa Maria in Curacao and he also took a special management course at McDonald's at Fort Lauderdale, and the McDonald's chain exists for over 30 years and as a total of 8000 restaurants around the world. The founder of McDonald's was the late Mr. Ray Crock. In 1954 he was very much impressed by a hamburger stand carrying the name of McDonald's, in California. The stand was impressively clean and popular for its fast service. He bought the name, and in 1955 he opened his first McDonald in

Des Plaines, Illinois. McDonald's key to success is based on four golden principles: Quality, Service, Cleanliness and Value for your money.

Quality:

All food and refreshments served by McDonald's must be of the finest quality. Hamburgers of pure beef, little fat, fine butter milk, fresh salad, fresh baked bread. To prepare the food McDonald's has the most modern machines. The whole system functions in such a way that fresh hamburgers are always served, even though the client does not have to wait too long. The system is controlled by computers that guarantee high and consistent quality.

Service:

In all McDonald's restaurants service must be rapid (after you pay for your food, it will take on-



ORANJESTAD—Managing director/shareholder of McDonald's in Aruba, Mr. Tito Cordeiro, displays a tray of delicious hamburgers.

ly 3 minutes for you to receive it) and sympathetic. Whether the client is a child or an adult, the service of the personnel is efficient and courteous. To guarantee the continuous improvement of its

product and service, McDonald's research and Development Laboratories are constantly deve-

loping new systems for perfecting its buildings, equipment and menus.

Continued on page 11



ORANJESTAD—The new Mc Donald's Restaurant, located in the Boulevard Shopping Center.

Continued from page 4

At McDonald's "Hamburger University" the Training and Operation department are constantly developing courses in servi-

ce.
Cleanliness:
The entire restaurant, from the floors to the ceiling, its kitchen, windows,

chairs, tables and toilets, all must be always impeccably clean. The McDonald's kitchen is entirely visible to the client so that he/she can witness the clean preparation process. Even the trash-room is completely tiled, also the walls are tiled.

Value:

The client gets the value of his/her money. McDonald's prices are low in spite of the high quality and delicate preparation of the food. Based on these four principles, McDonald's has grown to become the restaurant that buys and sells more beef than any other company in the world. At the moment it is the "Big Mac" hamburger, world famous fried potatoes, thick, thick milk-shake and delicious fried chicken. During its 30 years of existence McDonald's constantly adapts its menu to the taste of

the people. Some good example in recent years are Filet-O-Fish, Hot Apple Pie and Mc Nuggets on the menu. It is not for nothing that today McDonald's is the most popular Fast-Food Restaurant chain in the world. Although the new restaurant is already open to the public the official o-

pening is scheduled for May 4. McDonald's has 35 employees working three shifts and is open from 7.30 p.m. to 12 mid night. There is also a special room in the McDonald's Restaurant where parties can be held. The room has a special capacity for 75 children or 40 adults.